

FLYNN MEDIA GROUP PRESENTS

THE SMALL BUSINESS MARKETING PLAYBOOK

How to Get Found, Build Trust & Turn Attention Into Customers

Built for busy business owners.

No theory. No requirement to become an influencer. This is a practical system for making your business easier to find, easier to trust, and easier to buy from.

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Flynn Media Group

WEBSITE • GOOGLE • SOCIAL • VIDEO • EMAIL • AI • DIGITAL ADVERTISING

START HERE

Marketing should make your business easier to buy from.

Small business owners are constantly told they need to post more, make more videos, run ads, rank on Google, send email, learn AI, redesign the website and somehow keep doing the actual work that pays the bills.

That is not a strategy. It is a pile of tactics.

A useful marketing system connects the pieces. Someone discovers you. They quickly understand what you do. They see enough proof to trust you. They have an obvious next step. You stay visible long enough for the timing to be right.

The FMG framework

FOUNDATION → FINDABILITY → TRUST → CONVERSION → FOLLOW-UP → MEASUREMENT. If one part is weak, throwing more content or ad dollars at the problem usually just sends more people into a leaky system.

How to use this guide

- Do a fast first read. Circle the sections where your business is weakest.
- Use the checklists to fix one layer at a time instead of trying to overhaul everything this weekend.
- Complete the scorecard at the end and choose three priorities for the next 90 days.
- Revisit the guide quarterly. Marketing changes, but the fundamentals of visibility, trust and conversion do not.

The goal is not to do every marketing activity. The goal is to build the smallest repeatable system that reliably creates awareness, conversations and customers.

INSIDE THE PLAYBOOK

Your marketing system, one layer at a time.

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CHAPTER 01

The Marketing Reality Check

You probably do not need more marketing. You need your marketing to work together.

A Facebook page is not a strategy. A website is not a strategy. Running Google Ads is not a strategy. Those are channels and tools. Strategy answers who you want, what they need to hear, where they are likely to encounter you and what you want them to do next.

The five leaks I see most often

- Unclear positioning: the business describes services but never gives the customer a reason to choose it.
- Poor findability: the company exists, but Google, Maps and local search do not confidently connect it to the right searches.
- Inconsistent trust signals: weak reviews, outdated photos, abandoned social accounts or a website that feels older than the business.
- No conversion path: visitors are expected to hunt for a phone number, form, appointment link or offer.
- No follow-up system: every lead is treated like a one-time transaction instead of the beginning of a relationship.

Before you add another tactic

Ask: Which leak am I trying to fix? If you cannot answer that, the tactic is probably just activity.

Your first assignment

1. Search your business name in an incognito browser.
2. Search the service you most want to sell plus your city.
3. Open your website on your phone.
4. Look at your last 12 social posts as a stranger would.
5. Submit your own contact form and see what happens next.

CHAPTER 02

Build Your Marketing Foundation

Good creative cannot rescue a fuzzy offer.

Know exactly who you are trying to help

“Everyone” is not a target audience. Start with the customer who is most valuable, easiest to serve and most likely to appreciate what makes you different. You can serve other people without writing every marketing message for them.

Write a one-sentence positioning statement

Simple formula

We help [specific customer] achieve [valuable outcome] through [your approach], without [common frustration or risk].

Do not confuse positioning with a slogan. Positioning is the internal clarity that makes your website, ads, sales conversations and content easier to create.

Build a message hierarchy

- Problem: What is frustrating, expensive, confusing or risky for the customer?
- Outcome: What changes after they hire you?
- Proof: Reviews, experience, case studies, before-and-after examples, credentials or process.
- Difference: Why your approach instead of the obvious alternatives?
- Action: What is the next low-friction step?

Your brand voice

Choose three words you want customers to use after interacting with your marketing. Helpful? Sharp? Premium? Approachable? Direct? Local? Your voice should sound like the same company whether someone reads an email, watches a Reel or talks to you in person.

DIY or delegate?

You should own the positioning. An agency can sharpen the language, but outsourcing the thinking before you understand your customer usually creates polished nonsense.

CHAPTER 03

Own Your Digital Real Estate

Your website is the one place online where you control the experience.

Social platforms are powerful distribution channels, but they are rented land. Algorithms change, accounts get restricted and platforms come and go. Your website, domain, analytics and customer database are business assets.

What a small-business website actually needs

- A clear headline that tells visitors what you do and who it is for.
- A strong primary call to action above the fold.
- Fast mobile performance and readable text.
- Dedicated service pages for the work you most want to sell.
- Proof: reviews, work samples, client logos, results or experience.
- A simple contact path with the fewest necessary fields.
- Accurate title tags, page descriptions, headings and local signals for search.
- Analytics and conversion tracking so you know what produces inquiries.

The five-second test

Show your homepage to someone unfamiliar with the business for five seconds, then hide it. Can they tell you what you sell, who it is for and what they should do next? If not, the homepage is asking visitors to work too hard.

Conversion beats decoration

A beautiful website that does not generate calls, forms, appointments or sales is an expensive brochure.

Website mini-audit

- Is the phone number clickable on mobile?
- Does every major page have a next step?
- Do forms deliver to an inbox someone actually monitors?
- Are your best reviews visible?
- Are service areas and location information accurate?
- Is there a reason to join your email list?

CHAPTER 04

Win Local Search

For local businesses, Google is often the front door before your website is.

Your Google Business Profile can influence whether a prospect calls you, visits your website, asks for directions or chooses a competitor before ever seeing your homepage.

The Google Business Profile essentials

- Choose the most accurate primary category and relevant secondary categories.
- Complete services, products, description, hours, service area and contact information.
- Link the correct website page, not automatically the homepage when a better service page exists.
- Add current, high-quality photos and video consistently.
- Earn reviews steadily instead of in one suspicious burst.
- Respond to reviews like future customers are reading, because they are.
- Keep business name, address and phone information consistent across major directories.

Reviews are marketing content

Do not ask only for “a review.” Ask satisfied customers to describe what they hired you for, what the experience was like and what changed. Never script or incentivize deceptive reviews. Make the request easy and timely.

A simple review request

“Would you mind sharing a quick Google review about the service we provided and what stood out to you? It helps local customers understand what it is like to work with us.”

Local content ideas

- Answer questions customers in your city repeatedly ask.
- Create service-area pages only when you can make them genuinely useful and unique.
- Feature local projects, clients, neighborhoods or events when appropriate.
- Use photos from the actual business instead of relying entirely on stock imagery.

CHAPTER 05

Create Content With Purpose

Stop feeding the algorithm random posts. Give your audience reasons to remember you.

Content should do at least one job: educate, prove, humanize, differentiate or convert. If you cannot identify the job, reconsider the post.

The five content pillars

- Teach: answer questions, explain mistakes, demystify your process.
- Proof: testimonials, case studies, results, transformations, finished work.
- People: owner perspective, team, culture, community and behind-the-scenes moments.
- Point of view: what you believe, what you would do differently and what customers should know.
- Offer: clearly explain what you sell and invite the next step.

One idea, many assets

A useful five-minute video can become a YouTube video, three short clips, a LinkedIn post, an email, a carousel, a Google Business Profile update and an FAQ on your website. Repurposing is not laziness. It is distribution.

The 70/20/10 starting point

70% useful and trust-building content. 20% proof and personality. 10% direct promotion.
Adjust based on your business and buying cycle.

A sustainable cadence

Consistency matters more than an unrealistic volume goal. Start with two or three strong posts per week and one meaningful email per month. Increase only when the system is easy to maintain.

CHAPTER 06

Personal Branding Is a Business Strategy

When expertise is part of the product, hiding the expert makes marketing harder.

For consultants, agents, advisors, creators, tradespeople and owner-led companies, customers often want to know who they are trusting. A personal brand is not vanity. It is a shortcut to familiarity.

What to share

- Your expertise and how you think about the customer's problem.
- Your process and standards.
- Lessons from real work without violating client privacy.
- Opinions that help buyers make smarter decisions.
- The human side of the business, in proportion.

You do not need to turn your life into content. Personal branding works when your personality supports your expertise, not when the business becomes a reality show.

The trust test

Would a prospective customer feel like they know how you think before the first sales call? That is the advantage.

Profile cleanup

- Use a current, recognizable photo.
- Make the bio say what you actually help people do.
- Link to one clear destination.
- Pin or feature content that demonstrates expertise and proof.
- Make contact information easy to find.

CHAPTER 07

Video Without Becoming a Content Creator

Your phone is good enough. Your message matters more than the camera.

Video accelerates trust because people can hear your voice, see your confidence and understand your personality. The barrier is usually not equipment. It is overthinking.

A simple short-form structure

1. Hook: earn the next three seconds with a problem, question or surprising point.
2. Value: make one useful point, not seven.
3. Proof or example: show what you mean.
4. CTA: tell the viewer what to do next when a next step makes sense.

The easiest monthly shoot

- Write 8 to 12 customer questions.
- Record answers in batches.
- Change framing, location or B-roll every few clips.
- Capture process footage while real work is happening.
- Edit the strongest ideas into 20- to 60-second clips.
- Save the full answers for YouTube, your website or future content.

Production rule

Clear audio, decent light and a useful idea beat a cinematic video with nothing to say.

B-roll you already have

Opening the shop. Walking a property. Packaging an order. Sanding a door. Preparing a client presentation. Reviewing a design. Driving to a job site. Setting up equipment. The work itself is content when you capture it intentionally.

CHAPTER 08

Build an Audience You Own

Followers are useful. A permission-based customer database is an asset.

Email remains one of the best ways to stay visible with people who have already shown interest. The mistake is treating email as a constant sales blast instead of a relationship channel.

Give people a reason to subscribe

- A practical guide or checklist.
- A local market update.
- A buyer's guide or planning worksheet.
- Exclusive tips, resources or events.
- A useful calculator, template or mini-course.

A simple nurture sequence

1. Deliver what they requested immediately.
2. Introduce the business and your point of view.
3. Teach something useful that relates to the problem.
4. Show proof or a customer story.
5. Invite a conversation or next step.

After the initial sequence, stay in touch. Monthly is enough for many small businesses if the email is worth opening.

Important

Build your list with permission. Use a reputable email platform, honor unsubscribes and follow applicable email marketing laws. Do not buy random lists and call it a strategy.

Email ideas that do not feel spammy

- One useful tip from the month.
- A question customers keep asking.
- A recent project and what readers can learn from it.
- A short opinion on an industry change.
- A curated list of resources.
- An invitation to a useful event, consultation or offer.

CHAPTER 09

Paid Advertising Without Lighting Money on Fire

Ads amplify a system. They do not fix a broken one.

Before spending money, make sure the offer is clear, the landing experience works, tracking is installed and someone can follow up with leads quickly.

Google vs. social advertising

Google Search is often strongest when people already know what they need and are actively looking. Social advertising can be powerful for awareness, retargeting, visual offers and reaching people before they search. The right channel depends on intent, price point, geography and buying cycle.

Before launching

- Define one campaign objective.
- Know the value of a qualified lead or customer.
- Send traffic to a page that matches the ad.
- Install conversion tracking.
- Create multiple messages and creative variations.
- Set a test budget you can afford to learn with.
- Plan lead response before the first lead arrives.

Do not confuse boosting with strategy

Boosting a post can buy reach. It is not automatically the same as building a campaign around an audience, conversion event, offer, creative test and measurable business outcome.

Watch the whole funnel

A cheap click can be worthless. An expensive lead can be profitable. Evaluate cost per qualified lead, appointment rate, close rate and customer value, not just impressions and clicks.

CHAPTER 10

AI as Your Marketing Force Multiplier

Use AI to make your expertise faster, not to replace your expertise.

AI is most valuable when it starts with good inputs: your customers, offers, brand voice, examples, goals and constraints. Generic prompts produce generic marketing.

High-value AI use cases

- Turn customer questions into content ideas.
- Draft editorial calendars around real business priorities.
- Repurpose transcripts into posts, emails, FAQs and video clips.
- Create first drafts of proposals, landing pages and nurture emails.
- Analyze reviews for recurring customer language and themes.
- Brainstorm hooks, headlines and calls to action.
- Summarize research before you apply your own judgment.
- Build repeatable checklists and workflows for recurring marketing tasks.

A better prompt framework

CONTEXT + AUDIENCE + GOAL + INPUT + CONSTRAINTS + OUTPUT

Tell the AI what business it is helping, who the audience is, what outcome you want, what source material to use, what to avoid and exactly what format you need.

What not to outsource to AI

- Facts you have not verified.
- Customer promises you cannot substantiate.
- Your final strategic judgment.
- Sensitive customer information.
- A fake personality that does not sound like the business.

The AI slop test

If the copy could be pasted onto any competitor's website without changing a word, it is not finished.

CHAPTER 11

Measure What Actually Matters

Likes can be useful signals. Revenue is still the scoreboard.

Small businesses do not need a 40-page analytics report. They need a small set of numbers connected to business decisions.

A practical monthly dashboard

- Website users and top traffic sources.
- Calls, contact forms, bookings or purchases.
- Google Business Profile actions and local visibility trends.
- Email list growth, opens, clicks and conversions.
- Qualified leads by source.
- Ad spend, cost per lead and cost per acquisition.
- Content that generated meaningful reach, saves, replies, inquiries or website traffic.
- Revenue influenced by marketing when attribution is reasonably available.

Ask better questions

- Which channel produced the best leads, not the most leads?
- Which service pages are converting?
- What questions keep appearing in calls and DMs?
- Which content is attracting the customers we actually want?
- Where are prospects dropping out of the process?

Measurement is for decisions

If a metric does not help you decide what to stop, start, continue or improve, it probably does not deserve much attention.

CHAPTER 12

Your 90-Day Marketing Plan

Do less. Finish it. Measure it. Then add complexity.

Days 1-30: Fix the foundation

- Clarify target customer, positioning, primary offer and CTA.
- Audit the website on mobile and fix obvious conversion leaks.
- Fully update Google Business Profile.
- Create or improve the review request process.
- Install or verify analytics and conversion tracking.
- Choose 3 to 5 content pillars.

Days 31-60: Build the engine

- Publish consistently using the content pillars.
- Batch one video session.
- Create one useful lead magnet.
- Connect the website form to an email follow-up sequence.
- Add testimonials, FAQs and proof to important service pages.
- Start a monthly email.

Days 61-90: Add distribution

- Review which content and pages are producing action.
- Repurpose your best material across channels.
- Test a small paid campaign only if tracking and conversion paths are ready.
- Create retargeting audiences where appropriate.
- Document the workflow so marketing is not reinvented every week.
- Choose the next 90-day bottleneck.

Your only three priorities

Write them here: 1) _____ 2) _____ 3) _____

A marketing system gets stronger when you keep improving the weakest link. You do not need twelve new initiatives every quarter.

BONUS WORKSHEET

Small Business Marketing Scorecard

Give yourself one point for every statement that is clearly true today. Do not award points for things you plan to do.

- ☐ 01. I can explain our ideal customer in one sentence.
- ☐ 02. Our primary offer and value proposition are immediately clear.
- ☐ 03. Our website clearly tells visitors what to do next.
- ☐ 04. Our website works well on a phone.
- ☐ 05. We have dedicated pages for our most important services.
- ☐ 06. Our contact forms and tracking have been tested.
- ☐ 07. Our Google Business Profile is complete and current.
- ☐ 08. We consistently earn new legitimate customer reviews.
- ☐ 09. We respond to Google reviews.
- ☐ 10. Our business information is consistent across major online listings.
- ☐ 11. We have defined content pillars.
- ☐ 12. We publish useful content consistently.
- ☐ 13. Our social profiles clearly explain what we do.
- ☐ 14. We regularly show proof, results or customer stories.
- ☐ 15. We use video in our marketing.
- ☐ 16. We have a repeatable process for capturing content.
- ☐ 17. We collect email addresses with permission.
- ☐ 18. We have a useful reason for prospects to join our list.
- ☐ 19. We send email consistently.
- ☐ 20. We have an automated follow-up for new leads or subscribers.
- ☐ 21. We know where our best leads come from.
- ☐ 22. We track calls, forms, bookings or purchases.
- ☐ 23. We know what a qualified lead is worth.
- ☐ 24. Our paid advertising, if used, has conversion tracking.
- ☐ 25. We review marketing performance at least monthly.

Score your business

0-10 | FOUNDATION FIRST

You have meaningful gaps. Do not add more channels yet. Fix clarity, website, Google and follow-up first.

11-18 | VISIBLE BUT LEAKY

You have momentum, but disconnected pieces are costing you opportunities.

19-25 | READY TO OPTIMIZE

The foundation is strong. Focus on better conversion, distribution, automation and measurement.

YOUR NEXT MOVE

You do not need more random marketing.

You need the right next move.

If this guide exposed a few gaps, that is useful. Do not try to fix all 25 items at once. Pick the three that are closest to revenue or trust and start there.

Want a second set of eyes on your marketing?

Flynn Media Group helps small businesses build practical marketing systems across websites, Google Business Profiles, social media, video, email, digital advertising, personal branding and AI-supported workflows.

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Marketing strategy with AI support.

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